

Arguably the world's most famous brand McDonalds have a reputation for perfection in everything they do.

When the restaurant chain approached NEG Plc with a telecommunications problem we happily agreed to provide a workable solution that could be implemented on a worldwide scale. Like many businesses McDonalds restaurants had telephone lines that were not being used sufficiently to warrant the standing charges incurred. After investigation it soon transpired that certain alarm, fax or private lines were being used for only 6% of the working day, with other services like ISDN 2 being used for short bursts when remote synchronisation with head office was required. NEG's brief was simple: Reduce standing charges, increase customer satisfaction and reduce call costs.

Doing your Homework

NEG analysed the current calling pattern and produced a report that outlined where the majority of phone calls were being made as well as a profile of line usage. This information was then used to design a bespoke call tariff plan that highlighted the fact that the two largest cost centres were mobile and local calls. NEG agreed a discounted mobile rate tariff and free local calls.

The Correct System was Fundamental

Understanding the workings of a busy restaurant where over 5000 meals are served each day was an important part of our brief. For example, all handsets had to be non-slip and wall mounted, special environment "steam proof" sockets were needed in the kitchen areas. Having spent a hectic day with the crew we clearly understood that an intuitive, reliable and easy to use system was required.

Providing A Global Solution

Although several products from our portfolio would have sufficed we had to take into account that McDonalds are a worldwide organisation therefore any solution proprietary to the UK would not be acceptable if a future worldwide roll out contract was to be considered. It was decided that the AVAYA IP Office from the ECLIPS (Enterprise Class IP Solutions) range of products would meet the client's needs for functionality coupled with the fact that AVAYA's worldwide support and logistical network would allow NEG to work with International partners to meet the customers needs.

Reducing Costs

The restaurants now have a clear and simple communication platform based on a combination of ISDN and analogue internal devices (faxes, simple handsets etc). All calls are answered in a courteous and professional manner from any location within the restaurant with the option to transfer the caller to any internal or external number or even the manager's mobile phone. Line wastage has been reduced by 50% and call charges reduced by 37% (including free call allocation) Both inbound and outbound calls are now logged on the internal call management software while the automated operator answers enquiries during busy periods informing callers of opening times, job vacancies or even the restaurant fax number and address details.